



Contact: Monica Coffey
Telephone: 609-272-6921
E-mail: sustainablemargate@margate-nj.com

FOR IMMEDIATE RELEASE
March 23, 2015

Local landmarks to go dark as Absecon Island joins together to celebrate Earth Hour

Margate, Ventnor, Longport and Caesar's Entertainment properties in Atlantic City are helping to build a brighter future by supporting the World Wildlife Fund's Earth Hour, a spectacular and symbolic lights out event that focuses the world's attention on our planet, and the need to protect it.

On **28th March, at 8:30pm**, landmarks across Absecon Island will be joining forces with thousands of iconic landmarks globally, from The Sydney Harbor Bridge to Times Square in New York, as they show their support. Earth Hour's unique display of darkness has become a global phenomenon with hundreds of millions of individuals coming together each year. In 2014, a record-breaking 162 countries and 7000 towns and cities joined the world's biggest celebration for our planet. Earth Hour famously started as a lights-off event in Australia in 2007. Since then, it's grown into a worldwide event that seeks to engage the mainstream community on a broad range of environmental issues.

Local landmarks to go dim include Lucy the Elephant, Ventnor City Hall, the Ventnor Fishing Pier, the Longport water tower. Several businesses are also participating, including Steve & Cookies by the Bay, Kidrageous, Downbeach Deli, Bocca Coal Fired Bistro and Two Cents Plain Ice Cream Parlor in Margate. In Ventnor, AAAA Bike Shop, Ventnor Coffee and Jagielky's Homemade Candies will go dark. Caesar's Entertainment properties, which includes Caesar's, Harrah's and Bally's in Atlantic City will be participating and dimming their lights from 8:30 – 9:30 pm.

All Absecon Island residents are invited to be a part of the event by switching off all non-essential lights at 8:30pm on 28th March for the hour.

"We are proud to take part in Earth Hour and are excited to be involved with such an inspiring event," said Margate Mayor Mike Becker. "Earth Hour is an opportunity for people around the world to unite and offer a gesture that collectively sends an important message about our need to work together for the good of the planet. I'm also proud that many of our local businesses have stepped forward to participate," Becker added.

"We're thrilled that Ventnor City will be taking part in Earth Hour this year and hope that this inspires many others to get involved," said Ventnor Mayor Mike Bagnell. "Earth Hour is more than just an hour of darkness, it's a way that we all can conserve energy," Bagnell noted.

"Earth Hour is an initiative to encourage individuals, businesses and governments around the world to take accountability for their ecological footprint and participate in a dialogue that provides real solutions to our environmental challenges," said Longport Mayor Nick Russo. "Our Absecon Island communities are continuing to raise the bar and show what local governments can do, not only to rally against climate change, but also to be leaders in sustainability," said Russo.

Although Margate, Ventnor, Longport and Atlantic City all have green teams working to increase the quality of life on Absecon Island, it's only been recently that the four communities are working together to advance these goals.

"We believe that by partnering together for greater good, we can achieve so much more for Absecon Island," said Margate Mayor Becker. "We hope to continue this partnership on other projects and I know that my fellow mayors feel the same. It just makes sense."

Everyone can sign up for the World Wildlife Fund's Earth Hour 2015. For more information and to sign up, please visit "<http://www.earthhour.org>"

###